Creating Value: Your Guide to Chemours Technical Support for Ti-Pure™ Titanium Dioxide

Unlock the full potential of TiO_2 with Chemours

We understand the complexities of TiO_2 grade selection and usage. That's why our global team of technical experts is here to help you every step of the way—guiding you through choosing grades, optimizing formulations, and maximizing production efficiency. Whether you are working with coatings, plastics, laminates, or paper applications, we are committed to providing the data, insights, and hands-on support you need, to unlock the best performance from Ti-Pure™ titanium dioxide products.

How We Help You Succeed

TiO_2 pigment design and selection

If finding the right TiO_2 grade is a challenge, our experts make the selection process simple, guiding you to the Ti-Pure™ grade that delivers the precise balance of brightness, opacity, durability, and efficiency that your application demands.

Optimize chemistry and formulation

Dispersion, compatibility, or processing can be difficult to master. We offer technical guidance to optimize your formulations, maximizing efficiency, color stability, and product longevity in coatings, plastics, laminates and beyond.

Production and engineering support

If you're looking to streamline your production and enhance operational excellence, our team provides comprehensive support, from bulk handling solutions to plant modelling and process optimization, helping you reduce waste and increase throughput.

Additional support

To ensure optimal results, Chemours offers a range of additional support services.

Analytical testing and processes – Optimize your formulations, using reliable data.

Durability expertise – Proven long-term performance of Ti-Pure™ grades.

Regulatory compliance – Guidance on REACH, TMP-free formulations, sustainability, and evolving global standards.

Training and webinars – Stay ahead with our on-demand resources.

Transition support – Switching to Ti-Pure™ grades is easy with our step-by-step guidance.

Chemours™ Ti-Pure™

Proven performance: Ti-Pure™ in action

CASE STUDY:

Slashing batch reworks and boosting profitability through enhanced coatings consistency

A leading coatings manufacturer was struggling with inconsistent tint strength, meaning **more than 60% of their batches required** rework. The result—lost time, higher costs, and production inefficiencies.

Chemours' Solution:

By partnering with the customer's formulation team, our technical experts **analyzed and optimized their TiO_2 grade selection and dispersion process.** Through a detailed review of their formulation and manufacturing parameters, we made key adjustments that improved opacity and batch consistency.

The Results:

- Batch rework rates dropped from **60% to just 3%,** minimizing costly production delays.
- Annual savings of **€110,000** were realized through reduced rework and increased operational efficiency.
- The customer gained **higher tint strength consistency** while maintaining superior product quality.

CASE STUDY:

Enhancing dispersion efficiency and increasing production capacity with Chemours' expertise

A global coatings manufacturer faced a critical challenge of **excessively long dispersion times** during their peak season—creating production bottlenecks and requiring employees to work overtime to meet demand. Their existing process wasn't providing enough capacity to keep up, impacting both operational efficiency and costs.

Chemours' Solution:

Our technical experts conducted a **comprehensive review of their dispersion process,** focusing on millbase formulation and process parameters. By identifying capacity limitations in the tank and **reformulating the millbase to optimize dispersion,** we successfully reduced grinding time and increased overall throughput.

The Results:

- **Grinding time reduced by 1/3,** accelerating production and eliminating overtime.
- **Production capacity increased by 30%,** enabling the customer to meet growing demand.
- **Significant cost savings** and enhanced employee productivity driven by streamlined operations.

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CASE STUDY:

Improving Feeding Efficiency for Plastics Masterbatchers with Enhanced Bulk Density TiO_2

Plastics masterbatchers and processors face major challenges feeding traditional titanium dioxide (TiO_2) pigments. Specifically, polyolefin, masterbatch (POMB) producers report issues like:

- **Low bulk density,** causing unreliable, labor-intensive feeding.
- **Frequent caking** within equipment, leading to blockages, downtime, and more maintenance.
- **Inconsistent feed rates**, hurting product quality and requiring constant operator intervention.
- **Inefficient feeding,** increasing energy use, costs, and hindering sustainability efforts.

Chemours' Solution:

Chemours developed Ti-Pure™ TS-1510, a next-generation TiO_2 pigment engineered for enhanced bulk density and superior flowability. Key benefits include:

- **Reduced dusting** and easier handling.
- **More precise, efficient feeding** to reduce caking, manual intervention, and energy use.
- **Seamless integration** with existing equipment — no modifications needed — while maintaining high performance for plastics applications (color, opacity, processing).

The Results:

The introduction of Ti-Pure™ TS-1510 delivered measurable improvements for plastics masterbatchers:

- **Increased feeding rates:** Up to a **30% increase** in throughput compared to competing TiO_2 grades.
- **Improved feed consistency:** Lower feed rate variability empowered more precise dosing and uniform product quality.
- **Reduced caking and maintenance:** Less pigment buildup limited cleaning, downtime, and the risk of hard grits affecting downstream processes.
- **Energy and cost savings:** Feeding process energy consumption dropped by up to 12.5%, reducing operational costs.

CASE STUDY:

Enhancing PVC Building Materials with Ti-Pure™ Titanium Dioxide

The construction industry needs materials that balance durability, cost, and sustainability. Though affordable and versatile, PVC is vulnerable to sunlight damage — leading to yellowing, brittleness, and higher maintenance costs. The industry needed improved PVC formulations to boost outdoor durability and reduce environmental impact.

Chemours' Solution

Chemours introduced Ti-Pure™ titanium dioxide (TiO_2) into PVC formulations. These pigments were engineered with specific surface treatments to optimize for sustainable building applications. Key benefits include:

- **Enhanced UV resistance,** to minimize yellowing, brittleness, and cracking.
- **Improved reflectivity** to reduce heat buildup and energy absorption.
- **Non-chalking** for long-term aesthetic performance.
- **Increased mechanical strength** and lifespan in outdoor environments.
- **Better sustainability** by reducing maintenance needs and extending product life.

The Results

The integration of Ti-Pure™ TiO_2 into PVC building materials delivered measurable improvements across durability, aesthetics, and sustainability:

- **Maintained structural integrity** and visual appeal over significantly longer periods.
- **Reduced frequency of repairs** and replacements, lowering maintenance costs.
- **Increased solar reflectance,** boosting energy efficiency and reducing cooling demands.
- **Reduced environmental impact** by extending product lifespan and minimizing resource use.

Global technical support with local expertise

Wherever you are, our experts are within reach. With technical hubs around the world, Chemours supports your success. Our global team is ready to **partner with you**—offering decades of experience in **coatings, plastics, and industrial applications.**

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Chemours™ Ti-Pure™ Need Technical Support? We're Here to Help.